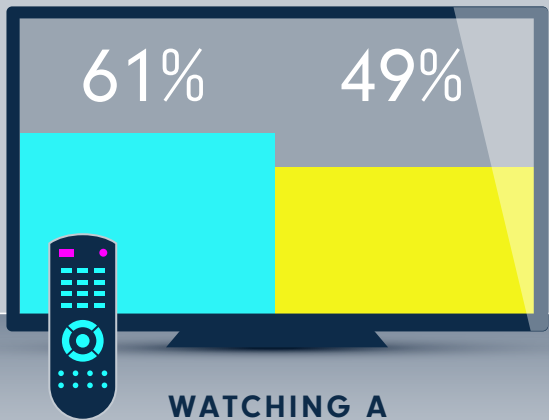


# When an ad is on TV, we pay more attention.

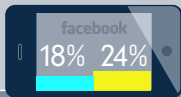
## TV ads get most attention

Canadians pay most attention to video ads when viewed in TV content on a TV set.

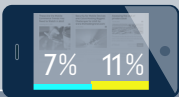
- **3x** more than Facebook (**2x** more than Facebook for Millennials)
- **9x** more than UGC on a cell phone (**4.5x** more for Millennials)



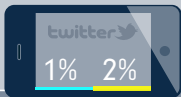
WATCHING A  
TV SHOW  
ON TELEVISION



ON MY  
FACEBOOK  
FEED



WATCHING  
UGC  
ON CELL PHONE



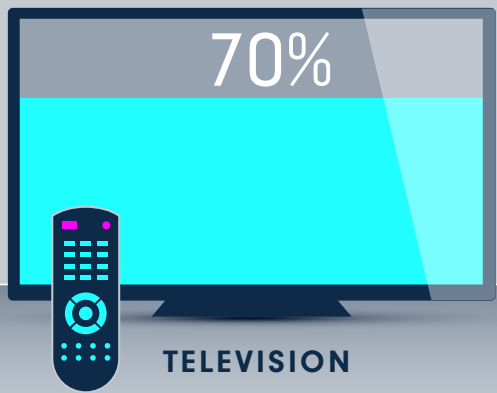
ON MY  
TWITTER  
FEED

QUESTION: What advertising do you pay most attention to?

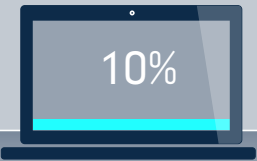


## Size Matters...and Bigger is Better

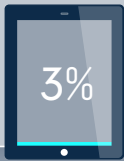
TV is the preferred platform for viewing content,  
and Canadians pay most attention to ads when watching on a TV.



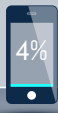
TELEVISION



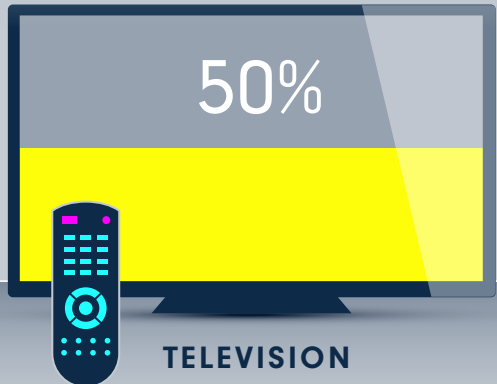
DESKTOP / LAPTOP



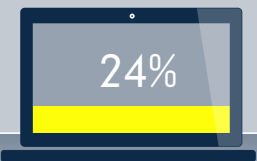
TABLET



CELL PHONE



TELEVISION



DESKTOP / LAPTOP



TABLET



CELL PHONE

QUESTION: When do you pay most attention to advertising within television programming? When watching on your...?